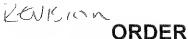


WDAF-TV

09/13/12 09/13/12



Print Date

Page 1 of 3

Flight Dates 09/12/12-09/19/12

<u>Product</u>

Order Sep

00:15:00

09/13/12

Contract / Revision

**JAY NIXON 4 GOV** 574177

Estimate # Alt Order #

Order Type

Original Date / Revision

Agency Com

Billing Type

09815399

15%

**GENERAL** 

Cash

Billing Contact

Billing Cycle EOM/EOC Billing Calendar BROADCAST

Advertiser Nixon, Jay/D/MO/Governor

1600 Locust Street Philadelphia, PA 19103

Demographic A35+

Agency Campaign Group

SP-POL PLC

**GEN** 

**Buying Contact** 

Sales Office DC-M

Product Codes PL1Eb

Sales Region NAT

**Priority** 

**Rev Codes** 

3

1600 Locust Street Philadelphia, PA 19103

Agency Ref

Advertiser Ref

Primary Account Executive Dan Driscoll

Account Executive

Order%

Start Date

End Date

Dan Driscoll

100%

Order Share 27% Market Value 71222

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	30%	21366
KCWE	%	0
KMBC	27%	19230
KMCI	%	0
KPXE	%	0
KSHB	16%	11395
KSMO	%	0

**Order Totals** Billing Plan # of Spots Month Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount September 2012 35 \$16,345.50 \$19,230.00 0.00 08/27/12 09/19/12 \$16,345.50 \$19,230.00 Totals 35 \$16,345.50 \$19,230.00 0.00

											Tota	ıls
Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
1 4	09/15/12	09/15/12	Sa 7-9a	CM-AII	8-9a	S-	:30	1	\$225.002	0.00 NM	1	\$225.00
			8-9a		(8:00 AM-9:	00 AM)				Į.		
NEWS										I		
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09	/10/12	09/16/12	5	1	\$225.00	0.00						
2 4	09/16/12	09/16/12	Su 7-9a	CM-AII	7-8a	S	:30	2	\$150.002	0.00 NM	2	\$300.00
			7-8a		(7:00 AM-8:	00 AM)						
NEWS				ADD 1								
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09	/10/12	09/16/12	S	2	\$150.00	0.00				1		
3 4	09/15/12	09/15/12	Sa 7-9a	CM-All	7-8a	<b>S</b> -	:30	1	\$225.002	0.00 NM	1	\$225.00
			7-8a		(7:00 AM-8:	00 AM)				ı		
NEWS										1		
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09	/10/12	09/16/12	5-	1	\$225.00	0.00						
						***************************************	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~					

Print Date: 09/13/12

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574177

Flight Dates 09/12/12-09/19/12

Hiatus Dates

<u>Original Date / Revision</u> 09/13/12/ 09/13/12

<u>Order Sep</u> 00:15:00

Advertiser Nixon, Jay/D/MO/Governor Product JAY NIXON 4 GOV

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End 1	Time Days	len Sr	onts	Rate Pri	Rtg Type	Tota	als Amount
4	4		2 09/16/12		CM-AII			:30	1	\$150.002	0.00 NM	1	\$150.00
				8-9a	2	(8:00 AM-9:0	00 AM)	,55	•	ψ100:00 <u>L</u>	0.00 14171	•	Ψ100.00
	NEWS	-4 D-4-	C-4 D-1-	Marketan	C1-88/I	D-1-	n - C - ·						
W	<u>ين جي 5</u> eek: 09،	rt Date /10/12	End Date 09/16/12	<u>Weekdays</u> S	Spots/Week 1		Rating 0.00						
5	4	09/12/1	2 09/14/12	M-F 6-7a	CM-AII		WTF	:30	2	\$450.002	0.00 NM	2	\$900.00
				M-F 6-7a									
	NEWS	rt Date	End Date	Mookdovo	Spots/Week	Doto	Doting						
W	<u>ی د</u> /eek: 09		09/16/12	<u>Weekdays</u> wTF		<u>Rate</u> \$450.00	Rating 0.00						
E 6	4	09/17/1	2 09/19/12	M-F 6-7a	CM-A!I		MTW	:30	2	\$450,002	0.00 NM	2	\$900.00
	NEMO			M-F 6-7a	ADD 4								
	NEWS Sta	rt Date	End Date	Weekdays	ADD 1 Spots/Week	Rate	Rating						
W	eek: 09/		09/23/12	MT	2		0.00						
7	4	09/12/1	2 09/14/12	M-F 7-9a	CM-All	7-8a	WTF	:30	2	\$450.002	0.00 NM	2	\$900.00
	NEWS			7-8a		(7:00 AM-8:0	00 AM)						
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 09/		09/16/12	WTF	2		0.00						
E 8	4	09/17/1	2 09/19/12	M-F 7-9a	CM-All		MTW	:30	1	\$450.002	0.00 NM	1	\$450.00
	NEWS			7-8a		(7:00 AM-8:0	00 AM)				i		
	_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 09/		09/23/12	MTW	1	\$450.00	0.00				- 1		
9	4	09/12/1	2 09/14/12	•	CM-All		WTF	:30	2	\$450.002	0.00 NM	2	\$900.00
	NEWS			5-530p		(5:00 PM-5:3	30 PM)						
	_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
W	eek: 09/		09/16/12	WTF	2		0.00						
E 10	4	09/17/1	2 09/19/12			5-530p	MTW	:30	1	\$450.002	0.00 NM	1	\$450.00
	NEWS			5-530p		(5:00 PM-5:3	30 PM)						
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek. 09/	17/12	09/23/12	MTW	1	\$450.00	0.00						
11	4	09/12/1	2 09/14/12	M-F 6-630p	CM-All	6-630p	WTF	:30	2	\$600.002	0.00 NM	2	\$1,200.00
	NEWS			M-F 6-630p									
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	eek: 09/		09/16/12	~-WTF	2	\$600.00	0.00			···			
12	4	09/17/1:	2 09/18/12	M-F 6-630p	CM-AII	6-630p	MT	:30	2	\$600.002	0.00 NM	2	\$1,200.00
	NEWS			M-F 6-630p	ADD 1X								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	eek: 09/		09/23/12	MT	2	\$600.00	0.00	· · · · · · · · · · · · · · · · · · ·					
13	4	09/12/12	2 09/14/12	M-F 9-10p	CM-All	930-10p	~~WTF	:30	2	\$750.002	0.00 NM	2	\$1,500.00
ı	NEWS			930-10p		(9:30 PM-10:	OU PIVI)						
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				l		
	eek: 09/		09/16/12	WTF	2	\$750.00	0.00						
E 14	4	09/17/12	2 09/19/12	M-F 9-10p	CM-All	930-10p	MTW	:30	2	\$750.002	0.00 NM	2	\$1,500.00
l	NEWS			930-10p		(9:30 PM-10:	UU PIVI)				I		



574177

Flight Dates 09/12/12-09/19/12

Hiatus Dates

Original Date / Revision 09/13/12/ 09/13/12

Order Sep 00:15:00

Advertiser Nixon, Jay/D/MO/Governor Product JAY NIXON 4 GOV

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type		als Amount
E 14	4	09/17/	12 09/19/12	•	CM-All	930-10p	MTW	:30	2		0.00 NM	2	\$1,500.00
	NEWS			930-10p		(9:30 PM-10	D:00 PM)						
187		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
E 15	eek: 09 4		09/23/12 12 09/19/12	MTW M-F 9-10p	2 CM All	\$750.00 9-930p	0.00	.00		A770 00 0			
			12. 05/15/12	9-930p	CIVI-AII	9-930p (9:00 PM-9:	MTW 30 PM)	:30	2	\$750.002	0.00 NM	2	\$1,500.00
I	NEWS		<b>5</b> 10 1										
We	<u>اد</u> 90 :eek	art Date /17/12	End Date 09/23/12	<u>Weekdays</u> MTW	Spots/Week 2	<u>Rate</u> \$750.00	<u>Rating</u> 0.00						
16	4	09/12/	12 09/14/12	M-F 9-10p		9-930p	WTF	:30	1	\$750.002	0.00 NM	1	\$750.00
	NEWS			9-930p		(9:00 PM-9:	30 PM)						
•		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 09		09/16/12	WTF	1	\$750.00	0.00						
17	4	09/12/	12 09/14/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	WTF	:30	2	\$750.002	0.00 NM	2	\$1,500.00
1	NEWS			141-1 70-1000p									
10/-	<u>Sta</u> ek: 09.	art Date	End Date 09/16/12	<u>Weekdays</u> WTF	Spots/Week	Rate	Rating						
E 18	4		12 09/19/12		2 CM-All	\$750.00 10-1030p	0.00 MTW	:30	1	\$750.002	0.00 <b>N</b> M	1	¢750.00
				M-F 10-1030p	J.1.7.1.7	10 7000р	(*15 88	.50	,	φ150.002	U.UU INIVI	1	\$750.00
١	VEWS	art Date	End Date	Maakdaya	Cnoto AMask	Data	Detine						
We	ek: 09		09/23/12	<u>Weekdays</u> MTw	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00				-		
19	4	09/15/1	2 09/15/12		CM-All	10-1030p	s-	:30	1	\$630.002	0.00 NM	1	\$630.00
1	NEWS			Sa 10-1030p									
		art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
***************************************	ek: 09/		09/16/12	\$-	1	\$630.00	0.00						
20	4	U9/12/1	2 09/14/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	WTF	:30	2	\$250.002	0.00 NM	2	\$500.00
١	NEWS	_											
We	<u>Sta</u> ek: 09/	<u>irt Date</u> '10/12	End Date 09/16/12	<u>Weekdays</u> wTF	Spots/Week 2	<u>Rate</u> \$250.00	Rating 0.00						
E21	4			M-F 530-6a	CM-All		MTW	:30	1	\$250.002	0.00 NM	1	\$250.00
	15,410			M-F 530-6a					•	+=55(05 <i>L</i>	0.00 1411	,	Ψ200.00
N	IEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
We	ek: 09/		09/23/12	MTW	1	\$250.00	0.00				1		
22	4	09/16/1	2 09/16/12	· ·	CM-All	9-10p	5	:30	1	\$750.002	0.00 NM	1	\$750.00
N	IEWS			Su 9-10p									
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
We	ek: 09/ 4		09/16/12	V Englor Wodge	1 014 01	\$750.00	0.00			04.000.5			
23	4	08/12/1	Z US/12/12	X Factor Wedneso	day CM-All	7-9p	W	:30	1	\$1,800.003	0.00 NM	1	\$1,800.00
Х	FACT		_ ,								1		
۱۸۷	<u>Sta</u> ek: 09/	rt Date 10/12	<u>End Date</u> 09/16/12	<u>Weekdays</u> W	Spots/Week	<u>Rate</u> \$1,800.00	Rating 0.00						
* ^ C	J. (. O O /	14/14	VV/ IV/ IZ	***	 	Ψ1,000.00	0.00						40.000.00